GiveGab

Engaging your Board

Tips and tricks to get your board members involved in your Giving Day success

Getting your Board on Board

- Organizations with an engaged board <u>raised 2-3 times more</u>
 <u>dollars</u> on their giving day than those without.
- The most engaged boards attended planning meetings, sponsored a matching fund, or were Peer-to-Peer fundraisers
- Invite your board members to help promote your day, update them on progress, and ask for help!



Engaging Opportunities

- Peer to Peer Fundraising: Recruit your board members to create their own peer-to-peer fundraising pages tied to your Giving Day profile
- Get Social: Encourage all board members to swap out their cover photos for a Giving Day graphic from your Nonprofit Toolkit



Engaging Opportunities

- Network: Encourage your board members to reach out to any prominent community members or business owners, to secure sponsors, create matching funds or other promotional opportunities.
- Create a Match: Encourage your board members to contribute financially through a sponsored matching donation



Setting Expectations

As you develop your Giving Day campaign strategy:

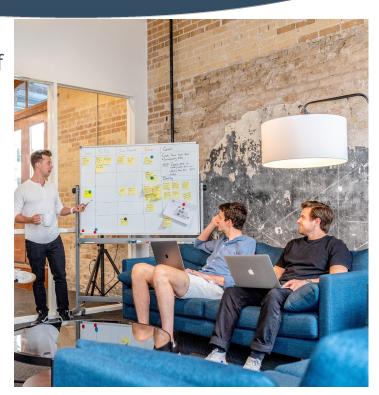
- Determine where your board members can help the most
- Make it clear what role they'll play in your overall Giving Day strategy
- Create an even playing field for all your board members to actively participate and assist you in the process



Your Board and Your Giving Day

Before your Giving Day...

- Invite your board members to a Giving Day Kickoff
- Provide regular updates at your monthly board meetings
- Share any helpful resources with them (like the downloadable graphics!)
- Prepare them to be P2P fundraisers
- Continually emphasize the importance of their participation





Your Board and Your Giving Day

During Your Giving Day...

- Encourage your Board Members to share socially
- Send your board emails with specific calls to action
- Update them on any prizes or matches on the horizon
- Share your progress throughout the event
- Ask your board members to join you for an in person event



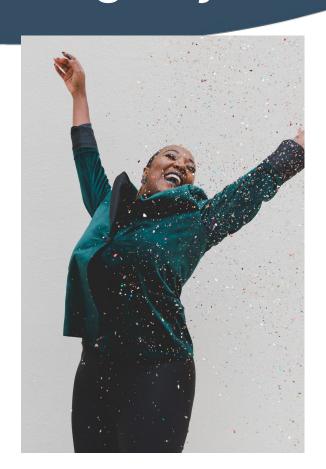


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After Your Giving Day...

- Thank your board members for their help and hard work
- Host a debrief to review what you've learned,
 and strategize for next year
- Ask your board to personally thank your
 Giving Day donors
- Celebrate your successes and a job well done!





Key Takeaways

- Every nonprofit board is different, and so are the ways in which they can participate and help you reach your goals
- Educating your board about the importance of the Giving Day early on can make a big difference in your success
- Providing clear calls to action and steps for success can motivate your board members to actively participate
- Board involvement and buy-in is crucial to your success!





Helpful Resources

- GiveGab.com/Blog Best Practices and Creative Solutions for Nonprofits
 - 4 Ways to Instill A Culture of Philanthropy with your Board
 - Improving Nonprofit Board Involvement
- Nonprofit Toolkit Find communications timelines, social media templates and downloadable goodies to make donor outreach easy for your board!



We're Here For You!

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Send us an email at

<u>CustomerSuccess@givegab.com</u>

Chat with GiveGab's Customer

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questions or need a hand

